

1724 Connecticut Avenue, NW
Washington, DC 20009
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Interviews: 1,014 likely voters
Dates: October 29-31, 2004

48 Male
52 Female
[109]

FINAL

Study #6049
NBC News/Wall Street Journal
October 29-31, 2004

Please note: all results are shown as percentages unless otherwise stated.

The margin of error for 1,014 interviews is $\pm 3.1\%$

1a. Are you currently registered to vote at this address?

Registered.....	100	CONTINUE	[138]
Not registered.....	-	TERMINATE	
Not sure	-		

1b. Please tell me how interested you are in the upcoming elections, using a scale from one to ten, on which a ten means that you are very interested in the upcoming elections and a one means that you are not at all interested. You may choose any number from one to ten.

	10/29- 31/04+		10/16- 18/04+	
10.....	88	CONTINUE	91	[139]
9.....	12		9	
1-8.....	-	TERMINATE	-	
Not sure	-		-	

+ Results shown reflect responses among registered voters.

1c. And did you register to vote within the past twelve months, or have you been registered to vote for longer than that?

	10/29- 31/04+	10/16- 18/04+	
Registered within past 12 months.....	12	14	[140]
Registered for longer than that.....	88	86	
Not sure.....	-	-	

+ Results shown reflect responses among likely voters ONLY.

2a. How old are you? (IF "REFUSED," ASK:) Well, would you tell me which age group you belong to? +

18-24.....	6	50-54.....	9	[141-142]
25-29.....	7	55-59.....	10	
30-34.....	11	60-64.....	9	
35-39.....	8	65-69.....	7	
40-44.....	9	70-74.....	5	
45-49.....	10	75 and over.....	8	
		Refused.....	1	

+ Results shown reflect responses among likely voters ONLY.

- 2b. For statistical purposes only, can you please tell me whether you are from a Hispanic or Spanish-speaking background? +

Yes, Hispanic.....	7	[143]
No, not Hispanic.....	93	
Not sure/refused.....	-	

+ Results shown reflect responses among likely voters ONLY.

- 2c. And, again, for statistical purposes, what is your race--white, black, Asian, or something else? +

White.....	80	[144]
Black.....	10	
Asian.....	1	
Other.....	2	
Hispanic (VOL).....	6	
Not sure/refused.....	1	

+ Results shown reflect responses among likely voters ONLY.

3. Using a ten-point scale, please tell me how likely you are to vote in the November second elections for president and Congress. If you are certain that you will vote, pick a number closer to "8," "9," or "10." If it is less likely that you will vote, use a number closer to "1," "2," or "3." You may choose any number from one to ten. +

10, certain to vote.....	96	[145-146]
9.....	3	
8.....	-	
7.....	-	
6.....	-	
5.....	-	
4.....	-	
3.....	-	
2.....	-	
1, less likely to vote.....	-	
Not sure.....	1	

+ Results shown reflect responses among likely voters ONLY.

4. All in all, do you think that things in the nation are generally headed in the right direction, or do you feel that things are off on the wrong track?

	10/29- 31/04+	10/16- 18/04+	
Headed in the right direction.....	41	40	[147]
Off on the wrong track.....	47	48	
Mixed (VOL).....	11	10	
Not sure.....	1	2	

+ Results shown reflect responses among likely voters ONLY.

5. How much difference do you think it will make in the lives of you and your family who wins the upcoming presidential election--a great deal, quite a bit, just some, or very little?

	10/29- 31/04+	10/16- 18/04+	
A great deal of difference.....	52	52	[148]
Quite a bit of difference.....	24	26	
Just some difference.....	13	14	
Very little difference.....	9	6	
Not sure.....	2	2	

+ Results shown reflect responses among likely voters ONLY.

6. In general, do you approve or disapprove of the job that George W. Bush is doing as president?

	10/29- 31/04+	10/16- 18/04+	
Approve.....	49	48	[149]
Disapprove.....	48	48	
Not sure.....	3	4	

+ Results shown reflect responses among likely voters ONLY.

- 7a. Looking ahead to the upcoming presidential election, do you feel that George W. Bush deserves to be reelected, or do you feel that he does not deserve to be reelected?

	10/29- 31/04+	10/16- 18/04+	
Yes, deserves to be reelected.....	49	49	[150]
No, does not deserve to be reelected.....	48	48	
Not sure.....	3	3	

+ Results shown reflect responses among registered likely voters.

- 7b. What is your preference for the outcome of the upcoming congressional elections—a Congress controlled by Republicans or a Congress controlled by Democrats?

	10/29- 31/04+	10/16- 18/04+	
Republican-controlled Congress.....	43	44	[151]
Democrat-controlled Congress.....	44	44	
Not sure.....	13	12	

+ Results shown reflect responses among likely voters ONLY.

8. Now I'm going to read you the names of several public figures and organizations, and I'd like you to rate your feelings toward each one as either very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

	Very Positive	Somewhat Positive	Neutral	Somewhat Negative	Very Negative	Don't Know Name/ Not Sure	
George W. Bush							[152]
October 29-31, 2004+.....	38	13	5	11	33	-	
October 16-18, 2004+.....	39	11	5	12	33	-	
John Kerry							[153]
October 29-31, 2004+.....	22	22	11	12	32	1	
October 16-18, 2004+.....	23	22	11	12	32	-	

+ Results shown reflect responses among likely voters ONLY.

- 9a. If the election for president were held today, and George W. Bush and Dick Cheney were the Republican candidates, John Kerry and John Edwards were the Democratic candidates, and Ralph Nader and Peter Camejo were running as independent candidates, for whom would you vote? (IF "NOT SURE," ASK:) Well, which way do you lean at this time?

	10/29- 31/04+		10/16- 18/04+	9/04+	
George W. Bush and Dick Cheney.....	47		47	48	[154]
George W. Bush and Dick Cheney (lean).	1		1	2	
John Kerry and John Edwards.....	46	CONTINUE	46	44	
John Kerry and John Edwards (lean).....	1		2	2	
Ralph Nader and Peter Camejo.....	1		1	1	
Ralph Nader and Peter Camejo (lean).....	-		-	-	
Depends (VOL).....	-		-	-	
None/other (VOL).....	2	Skip to Q.9c	1	1	
Not sure.....	2		2	2	

+ Results shown reflect responses among likely voters ONLY.

(ASK ONLY OF RESPONDENTS WHO MAKE A CHOICE IN Q.9a.)

- 9b. Would you definitely vote for (CANDIDATE CHOSEN IN Q.9a), probably vote for (CANDIDATE CHOSEN IN Q.9a) but are still thinking about it, or are you just leaning toward voting for (CANDIDATE CHOSEN IN Q.9a)?

	Bush-Cheney Voters		Kerry-Edwards Voters		
	10/29- 31/04+	10/16- 18/04+	10/29- 31/04+	10/16- 18/04+	
Definitely vote for ticket.....	93	93	88	87	[155]
Probably vote for ticket.....	4	4	7	6	
Just leaning toward voting for ticket....	3	3	5	7	
Not sure.....	-	-	-	-	

+ Results shown reflect responses among likely voters ONLY.

(ASK ONLY OF RESPONDENTS WHO DO NOT CHOOSE KERRY/EDWARDS IN Q.9a.)

9c. Even though you are not supporting John Kerry and John Edwards now, what are the chances that you might support them in the upcoming election--is there a fair chance that you might support them, a small chance, just a very slight chance, or no chance at all you might support them?

	10/29- 31/04+	10/16- 18/04+	
Fair chance.....	5	7	[156]
A small chance.....	5	5	
Just a very slight chance.....	7	8	
No chance at all.....	81	79	
Don't know/refused.....	2	1	

+ Results shown reflect responses among likely voters ONLY.

(ASK ONLY OF RESPONDENTS WHO DO NOT CHOOSE BUSH/CHENEY IN Q.9a.)

9d. Even though you are not supporting George W. Bush and Dick Cheney now, what are the chances that you might support them in the upcoming election--is there a fair chance that you might support them, a small chance, just a very slight chance, or no chance at all you might support them?

	10/29- 31/04+	10/16- 18/04+	
Fair chance.....	5	3	[157]
A small chance.....	5	6	
Just a very slight chance.....	6	9	
No chance at all.....	82	81	
Don't know/refused.....	2	1	

+ Results shown reflect responses among likely voters ONLY.

(ASK ONLY OF RESPONDENTS WHO MAKE A CHOICE IN Q.9a.)

9e. And approximately how long ago did you decide for whom you were going to vote? Was it in the last few days, about a week ago, around the time of the presidential debates, around the time of the national party conventions in July and August, or was it before the conventions? +

	All Voters	Bush- Cheney Voters	Kerry- Edwards Voters	
In the last few days.....	2	2	2	[158]
About a week ago.....	2	2	3	
Around the time of the presidential debates.....	14	10	18	
Around the time of the national party conventions in July and August.....	11	12	9	
Before the conventions.....	69	73	66	
Have not decided (VOL).....	1	-	1	
Not sure.....	1	1	1	

+ Results shown reflect responses among likely voters ONLY.

10. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement. + **

No matter who wins the election, America will have a good president.

Strongly agree.....	8	[159]
Somewhat agree.....	22	
Somewhat disagree.....	20	
Strongly disagree.....	45	
Not sure.....	5	

** Asked of one-half the respondents (FORM B).

+ Results shown reflect responses among likely voters ONLY.

- 11a. Have you seen, read, or heard anything in the past couple weeks about George W. Bush or his campaign for president? **(IF "YES," ASK:)** Has what you have heard given you a more favorable or less favorable impression of George W. Bush?

	10/29- 31/04+*	10/16- 18/04+	
Yes—more favorable.....	28	32	[160]
Yes—less favorable.....	34	37	
Yes—no difference (VOL).....	31	26	
No, have not seen/read/heard anything.....	6	4	
Not sure.....	1	1	

* Asked of one-half the respondents (FORM A).

+ Results shown reflect responses among likely voters ONLY.

- 11b. Have you seen, read, or heard anything in the past couple weeks about John Kerry or his campaign for president? **(IF "YES," ASK:)** Has what you have heard given you a more favorable or less favorable impression of John Kerry?

	10/29- 31/04+*	10/16- 18/04+	
Yes—more favorable.....	35	39	[161]
Yes—less favorable.....	36	36	
Yes—no difference (VOL).....	24	21	
No, have not seen/read/heard anything.....	5	3	
Not sure.....	-	1	

* Asked of one-half the respondents (FORM A).

+ Results shown reflect responses among likely voters ONLY.

- 11c. Does Bill Clinton's campaigning on behalf of John Kerry make you feel more inclined to vote for John Kerry, less inclined to vote for John Kerry, or does it not make a difference to you either way? + **

More inclined to vote for John Kerry.....	15	[162]
Less inclined to vote for John Kerry.....	22	
Does not make a difference either way.....	63	
Not sure.....	-	

** Asked of one-half the respondents (FORM B).

+ Results shown reflect responses among likely voters ONLY.

12. There are many important issues in this presidential campaign. When it comes to deciding for whom you will vote for president, which one of the following is the single most important issue in deciding for whom you will vote? **(IF "ALL," ASK:)** Well, if you had to choose the most important issue, which would you choose?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

	10/29- 31/04+	10/16- 18/04+	
Terrorism.....	24	24	[163]
The economy.....	22	22	
The war in Iraq.....	22	14	
Social issues and values.....	17	27	
Health care.....	9	9	
None/other (VOL).....	3	2	
Not sure.....	3	2	

+ Results shown reflect responses among likely voters ONLY.

13. Please tell me which of the two following sets of issues is more important to you in deciding for whom you will vote in the presidential election?

Set A: Terrorism and social issues and values

Set B: The economy and health care

	10/29- 31/04+	10/16- 18/04+	9/04+	
Set A/terrorism and values more important.....	49	51	47	[164]
Set B/economy and health care more important....	39	38	42	
Both equally important (VOL).....	12	11	10	
Not sure.....	-	-	1	

+ Results shown reflect responses among likely voters ONLY.

14. Regardless of who you are voting for, when it comes to **(READ ITEM)** campaign, would you say that they have a message and you know what they would do if elected, or would you say that they do NOT have a message and you do NOT know what they would do if elected?

	Have A Message/Know What They Would Do If Elected	Do Not Have A Message/Do Not Know What They Would Do If Elected	Some Of Both (VOL)	Not Sure	
John Kerry and John Edwards'					[165]
October 29-31, 2004+ **.....	51	42	4	3	
October 16-18, 2004+.....	52	42	4	2	
September 2004 +.....	38	52	7	3	
George W. Bush and Dick Cheney's					[166]
October 29-31, 2004+ **.....	72	24	2	2	
October 16-18, 2004+.....	77	20	2	1	
September 2004 +.....	71	21	5	3	

** Asked of one-half the respondents (FORM B).

+ Results shown reflect responses among likely voters ONLY.

- 15a. How much confidence would you have in John Kerry in protecting the United States and responding to terrorist threats--a great deal, quite a bit, just some, or very little?

	10/29- 31/04+*	10/16- 18/04+	
A great deal of confidence.....	22	28	[167]
Quite a bit of confidence.....	18	19	
Just some confidence.....	22	18	
Very little confidence.....	24	27	
No confidence at all (VOL).....	12	8	
Not sure.....	2	-	

* Asked of one-half the respondents (FORM A).

+ Results shown reflect responses among likely voters ONLY.

- 15b. How much confidence do you have in George W. Bush in protecting the United States and responding to terrorist threats--a great deal, quite a bit, just some, or very little?

	10/29- 31/04+*	10/16- 18/04+	
A great deal of confidence.....	40	44	[168]
Quite a bit of confidence.....	17	22	
Just some confidence.....	15	15	
Very little confidence.....	20	12	
No confidence at all (VOL).....	8	7	
Not sure.....	-	-	

* Asked of one-half the respondents (FORM A).

+ Results shown reflect responses among likely voters ONLY.

- 16a. How much confidence do you have in John Kerry to make the right decisions and have the right policies on domestic issues such as health care and the economy?

	10/29- 31/04+**	
A great deal of confidence.....	20	[169]
Quite a bit of confidence.....	21	
Just some confidence.....	19	
Very little confidence.....	27	
No confidence at all (VOL).....	11	
Not sure.....	2	

** Asked of one-half the respondents (FORM B).

+ Results shown reflect responses among likely voters ONLY.

- 16b. How much confidence do you have in George W. Bush to make the right decisions and have the right policies on domestic issues such as health care and the economy? + **

A great deal of confidence.....	25	[170]
Quite a bit of confidence.....	16	
Just some confidence.....	16	
Very little confidence.....	29	
No confidence at all (VOL).....	14	
Not sure.....	-	

** Asked of one-half the respondents (FORM B).

+ Results shown reflect responses among likely voters ONLY.

Turning to some other issues . . .

17. When it comes to the war in Iraq, do you think that removing Saddam Hussein from power was or was not worth the number of U.S. military casualties and the financial cost of the war?

	10/29- 31/04+	10/16- 18/04+	9/04+	
Worth it.....	44	41	41	[171]
Not worth it.....	48	51	51	
Depends.....	4	4	3	
Not sure.....	4	4	5	

+ Results shown reflect responses among likely voters ONLY.

18. And do you feel more confident or less confident that the war in Iraq will come to a successful conclusion?

	10/29- 31/04+	10/16- 18/04+	9/04+	
More confident.....	46	45	38	[172]
Less confident.....	42	42	52	
Depends/some of both (VOL).....	7	8	5	
Not sure.....	5	5	5	

+ Results shown reflect responses among likely voters ONLY.

19. As you may know, it was recently discovered that about three hundred and eighty tons of explosives are missing from a facility in Iraq. Do you feel that the Bush administration is at fault and should be held responsible for these missing explosives, or is the Bush Administration NOT at fault and should NOT be held responsible for this? +

At fault/should be held responsible.....	38	[173]
Not at fault/should not be held responsible.....	49	
Not sure.....	13	

+ Results shown reflect responses among likely voters ONLY.

- 19b. Yesterday, a statement was released by Osama bin Laden that said, quote, any state that does not mess with our security, has naturally guaranteed its own security, unquote. Did you see, hear or read about this statement? +

Did hear about this.....	74	[356]
No did not hear about this.....	26	
Not sure.....	-	

¹Asked only on October 30th and 31st (594 likely voters).
+ Results shown reflect responses among likely voters ONLY.

- 19c. Does this statement by Osama bin Laden make you feel more inclined to vote for George W. Bush, more inclined to vote for John Kerry, or does it not make a difference to you either way? +¹

More inclined to vote for George Bush.....	24	[357]
More inclined to vote for John Kerry.....	12	
Does not make a difference either way.....	62	
Not sure.....	2	

¹Asked only on October 30th and 31st (594 likely voters).
+ Results shown reflect responses among likely voters ONLY.

20. Many states permit citizens to cast their votes BEFORE Election Day, by returning an absentee ballot or using other early voting procedures that are available to them. Thinking about the upcoming general election for president, which statement best applies to you? +

I have ALREADY returned an absentee ballot or cast an early vote.....	20	[174]
I have not yet voted, but I plan to return an absentee ballot or cast an early vote BEFORE Election Day.....	3	
I have not yet voted, and I plan to cast my vote in person at my polling place on Election Day.....	76	
Not sure.....	1	

+ Results shown reflect responses among likely voters ONLY.

21. As you may know, presidents are chosen not by direct popular vote, but by the electoral college system in which each state casts electoral votes based on its population. Over the past one hundred years, with the exception of the 2000 election, the winning presidential candidate has won both the popular and electoral vote. Let us suppose in this election that one candidate were to win the popular vote and another candidate were to win the electoral vote. Who would you favor serving as the next president of the United States--the one who wins the popular vote, or the one who wins the electoral vote?

	10/29- 31/04+*	11/00+ ¹	
The candidate who wins the popular vote.....	50	57	[175]
The candidate who wins the electoral vote.....	41	33	
Not sure.....	9	10	

* Asked of one-half the respondents (FORM A).

¹In November 2000, the item did not include the phrase, "with the exception of the 2000 election."

+ Results shown reflect responses among likely voters ONLY.

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

F1. Are you currently employed? **(IF CURRENTLY EMPLOYED:)** What type of work do you do?

(IF NOT CURRENTLY EMPLOYED:) Are you a student, a homemaker, retired, or unemployed and looking for work? +

<u>Currently Employed</u>		
Professional/ manager.....	24	[176-208]
White-collar worker.....	22	
Blue-collar worker.....	13	
Farmer, rancher.....	-	
<u>Not Currently Employed</u>		
Student.....	2	
Homemaker.....	8	
Retired.....	26	
Unemployed, looking for work.....	2	
Other.....	-	
Not sure.....	3	

+ Results shown reflect responses among likely voters ONLY.

F2. What is the last grade that you completed in school? +

Grade school.....	-	[215-216]
Some high school.....	4	
High school graduate.....	24	
Some college, no degree.....	18	
Vocational training/2-year college.....	11	
4-year college/bachelor's degree.....	25	
Some postgraduate work, no degree.....	3	
2 or 3 years' postgraduate work/master's degree.....	9	
Doctoral/law degree.....	3	
Not sure/refused.....	3	

+ Results shown reflect responses among likely voters ONLY.

F3. Generally speaking, do you think of yourself as a Democrat, a Republican, an independent, or something else? **(IF "DEMOCRAT" OR "REPUBLICAN," ASK:)** Would you call yourself a strong (Democrat/Republican) or not a very strong (Democrat/Republican)? **(IF NOT SURE, CODE AS "NOT VERY STRONG DEMOCRAT/REPUBLICAN.")** **(IF "INDEPENDENT," ASK:)** Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, or do you think of yourself as strictly independent? +

Strong Democrat.....	23	[217]
Not very strong Democrat.....	5	
Independent/lean Democrat.....	10	
Strictly independent.....	17	
Independent/lean Republican.....	8	
Not very strong Republican.....	5	
Strong Republican.....	24	
Other.....	4	
Not sure/nothing.....	4	

+ Results shown reflect responses among likely voters ONLY.

F4. Thinking about your general approach to issues, do you consider yourself to be liberal, moderate, or conservative? +

Liberal.....	18	[218]
Moderate.....	35	
Conservative.....	39	
Not sure.....	8	

+ Results shown reflect responses among likely voters ONLY.

F5. Are you currently single and never married, single and living with a partner, married, separated, widowed, or divorced? +

Single.....	16	[219]
Single, living with partner.....	4	
Married.....	59	
Separated.....	1	
Widowed.....	7	
Divorced.....	10	
Other (VOL).....	-	
Not sure/refused.....	3	

+ Results shown reflect responses among likely voters ONLY.

F5b. Are you the parent or primary guardian of any children under the age of 18? +

Yes.....	33	[220]
No.....	64	
Not sure/refused.....	3	

+ Results shown reflect responses among likely voters ONLY.

F6a. What is your religion?

Protestant (includes Baptist, Lutheran, Methodist, Episcopal, Presbyterian, and other Christians).....	51	CONTINUE	[221]
Catholic.....	23		
Jewish.....	2	Skip to Q.F7	
Muslim.....	-		
Other.....	9		
None.....	9	CONTINUE	
Not sure/refused.....	6		

+ Results shown reflect responses among likely voters ONLY.

(ASK ONLY OF RESPONDENTS WHO SAY THEY ARE PROTESTANT, OTHER, NONE, OR NOT SURE IN Q.F6a.)

F6b. Would you describe yourself as either a fundamentalist or an evangelical Christian, or would you not describe yourself that way?

Fundamentalist/evangelical.....	21	[222]
Neither fundamentalist nor evangelical.....	45	
Not sure.....	9	
Catholic/Jewish/Muslim (Q.F6a).....	25	

+ Results shown reflect responses among likely voters ONLY.

F7. How often do you attend services at a church, synagogue, or other place of worship?

Never.....	17	[223]
Once a year.....	6	
A few times a year.....	18	
Once a month.....	5	
About twice a month.....	9	
Once a week or more often.....	39	
Not sure.....	6	

+ Results shown reflect responses among likely voters ONLY.

F8. Are you a member of a labor union? (IF "NO," ASK:) Is anyone else in this household a member of a labor union? +

Labor union member.....	11	[224]
Labor union household.....	7	
Non-union household.....	78	
Not sure.....	4	

+ Results shown reflect responses among likely voters ONLY.

F9. If you added together the yearly income of all the members of your family who were living at home last year, would the total be less than ten thousand dollars, between ten thousand dollars and twenty thousand dollars, between twenty thousand dollars and thirty thousand dollars, between thirty thousand dollars and forty thousand dollars, between forty thousand dollars and fifty thousand dollars, between fifty thousand dollars and seventy-five thousand dollars, between seventy-five thousand dollars and one hundred thousand dollars, or would the total be more than that? +

Less than \$10,000.....	4	[225]
Between \$10,000 and \$20,000.....	5	
Between \$20,000 and \$30,000.....	9	
Between \$30,000 and \$40,000.....	9	
Between \$40,000 and \$50,000.....	11	
Between \$50,000 and \$75,000.....	17	
Between \$75,000 and \$100,000.....	13	
More than \$100,000.....	13	
Not sure/refused.....	19	

+ Results shown reflect responses among likely voters ONLY.